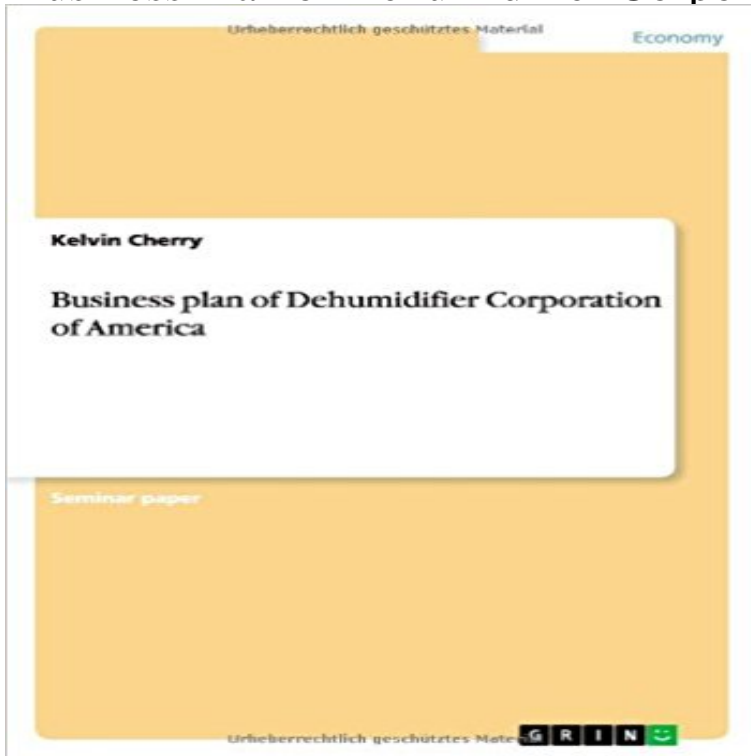


# Business Plan of Dehumidifier Corporation of America



Seminar paper from the year 2013 in the subject Business economics - Company formation, Business Plans, grade: A, , language: English, abstract: Due to the dynamics of customers needs, competition among different organization is ever growing. Consequently, organizations are coming up with strategies of sharpening their competitive advantage. Many of these strategies are either geared towards minimizing the cost of production, maximizing the net profit, minimizing the customers waiting time or even improving the quality of products produced. Product differentiation and integration are some of the ways many organizations have been using to meet their organizational goals. Dehumidifier.inc, originally specializing in making refrigerators, has been facing stiff global competition. As a result, it wants to venture into making dehumidifiers so as to boost its cash-flows in the positive direction. A dehumidifier is a device that reduces the amount of humidity in the air. By doing so, it reduces the chances of survival of moths, cockroaches, termites and fleas. Thus, it helps a lot in preventing the diseases that can be transmitted by these pests. Previous studies have shown that by use of a dehumidifier, the chances of transmission of diseases are reduced by 75%. Another advantage of a dehumidifier is that it increases conformability by reducing sweating. This product will be safe for use and will meet all the current regulations. The advantages of this product over those existing in the market are less consumption of power and automatic defrost. Other key features of this dehumidifier are Automatic Humidistat Control, Automatic Bucket Full Shut-Off, washable air filters and Removable Water Tank. Unlike the product offered by our competitors, the noise level of this product is less than 49dB (A). It also has caster wheels for easy movement. The initial capital will be used to patent, approve, test,

produce, and market as well as providing the initial working capital dur

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